

A Best-kept Marketing Secret SoundCare® on-hold messaging



A Duke Raleigh Hospital Case Study

Communicating When Other Media Can't

How does this simple, yet powerful messaging system grab and captivate callers' attention— delivering results when other media falls short?

Duke Raleigh Hospital, a 186-bed member of the Duke University Health System in Raleigh, North Carolina, has figured it out. A SoundCare client for several years, Duke Raleigh first implemented SoundCare to replace music on hold with more effective messaging to address service excellence initiatives and inform their callers who waited on hold.

A simple and practical initiative with far-reaching impact.

Today, Duke Raleigh callers listen to messages about services, events, accolades, and more. Audiences include current patients, employees, and physicians, and feedback about the messages has been positive. "SoundCare raises the level of professionalism of our hospital and allows us to put our best foot forward to those who are calling our organization," says Jacqueline Brown, senior public relations specialist.

Through SoundCare, Duke Raleigh has been able to recognize employees and staff, and integrates hospital awards into their monthly SoundCare programs. "SoundCare has been a useful tool when promoting a variety of service lines across our hospital," says Paige Humble, director of marketing and communications.

"We created a SoundView with our president and, with the recording in his own voice, callers actually thought he was speaking to them personally on the phone. The fact that the president delivered it personally made all the difference in the world."

Jacqueline Brown
Senior Public Relations Specialist
Duke Raleigh Hospital

A simple communications tool, SoundCare's effectiveness is far reaching. In this era of "say it" and "say it again" marketing, other media does not afford the opportunity to repeat messages and do so effectively. "SoundCare is a good tool that allows us to continuously highlight messages that are sometimes difficult to highlight in other mediums," adds Brown.

An integral part of marketing campaigns, SoundCare has clearly become a part of the Duke Raleigh culture, working in tandem with other marketing materials to get the word out. "SoundCare complements our other media, but is clearly different by enabling us to address and promote multiple activities and services at the same time, and get the word out repeatedly without becoming old," says Humble.

Another best-kept secret is the ability for marketers to personalize their SoundCare messages on hold. "We created a SoundView with our president and, with the recording in his own voice, callers actually thought he was speaking to them personally on the phone," says Brown. "The message was about what our hospital values and how much we care about the community, and the fact that the president delivered it personally made all the difference in the world." This SoundView worked so well that marketing plans to use the voice of their CNO to talk about the value of nursing in an upcoming program, and to reach out to the HR director for a personal message on employment opportunities.

When a simple tool is a best-kept secret, it often gets overlooked. And, in many cases, simple works best. "SoundCare is not only easy-to-use, but it's also a positive way to communicate with our callers," says Humble.

This might just be one best-kept secret Duke Raleigh is willing to share...



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